

Indonesia Wiring Devices & Electrical Sockets Supplier

GOG Electric provides SNI-certified R12/R30 BS sockets with full OEM/ODM for Indonesia's booming construction market.

YUEQING, ZHEJIANG, CHINA, July 20, 2026 /EINPresswire.com/ -- Indonesia's continuing construction and renovation boom of homes, apartments, hotels, office buildings, and retail stores creates a strong need for safe, functional, and aesthetically pleasing electrical products. These products include switches, outlets, circuit breakers, and any other type of electrical device that allows a user to turn a device on/off and/or supply electricity to a device. Consumers want their electrical devices to be reliable, visually appealing, and able to last through heavy use. The construction industry in Indonesia is projected to continue to grow rapidly— from about \$125.4 billion in 2025 to more than \$226.1 billion in 2034— creating a sustained demand for quality wiring products in residential, hospitality, and commercial projects.

When it comes to selecting a switch socket supplier, contractors, wholesalers, distributors, brand owners and project purchasers in Indonesia will need to conduct due diligence in order to make the best decision for their business. The Indonesian switch socket market has many competing brands, including international brands, local/regional brands, and global OEM's. This document provides an objective side-by-side comparison of the major manufacturers of wiring devices who operate in the Indonesian market.

Competitive Landscape: Switch and Socket Manufacturers in the Indonesian Market



GOG Electric -A Trusted Switch Socket & Wiring Devices Supplier

GOG Electric

Market Positioning in Indonesia | Vertically integrated OEM/ODM partner for Indonesian contractors, distributors, and brand owners

Manufacturing & Customization |

Three automated bases (Wenzhou, Zhongshan, Jiaxing); in-house precision mould workshop; 50+ series; 1,000+ specifications; full OEM (logo printing, packaging, custom combinations); MES-monitored production

Key Product Offerings | R12 Series

(premium British style for hotels/apartments); R30 Series (project-grade for commercial/residential);

comprehensive UK BS wiring devices
Certification Base | IEC 60669, CE, CB, BS, GCC, SQM, with SNI/PUIL compliance support

Panasonic

Market Positioning in Indonesia | Established Japanese brand with strong Indonesia presence; trusted for quality and durability

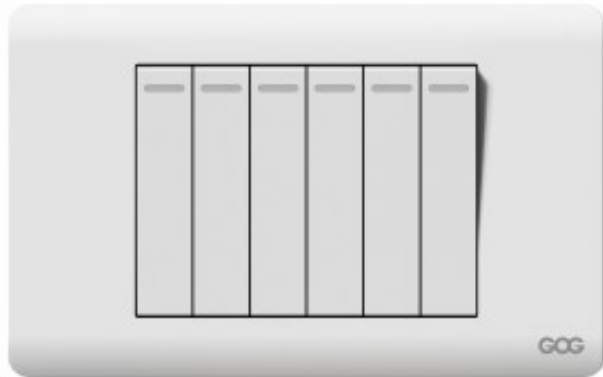
Manufacturing & Customization |

Regional manufacturing presence; extensive distribution network; limited OEM/ODM flexibility; standardized product lines with limited customization

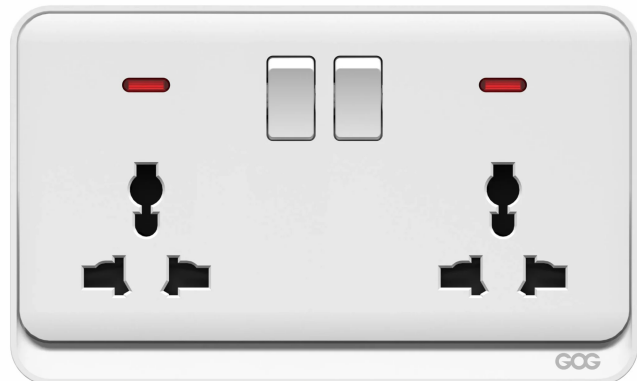
Key Product Offerings | Wide range of residential and commercial switches/sockets; smart home solutions; traditional Japanese design aesthetics

Certification Base | SNI, IEC, CE

Schneider Electric



A Series US Electric Socket & Wall Switch



UK Valuemax Collection

Market Positioning in Indonesia |
Global electrical leader with strong
specification-grade presence in
Indonesia

Manufacturing & Customization |
Global supply chain; premium design
aesthetics (Pieno, Vivace series); R&D
investment; customization limited to
large contracts

Key Product Offerings | Premium
switches and sockets; smart building
systems; hotel and commercial
specification products

Certification Base | SNI, IEC, CE, CB

Broco

Market Positioning in Indonesia |
Indonesian local brand with strong
retail and wholesale distribution

Manufacturing & Customization | Local
manufacturing; good market
understanding; limited in-house mould
control; outsourced production for
some lines

Key Product Offerings | Affordable
switches and sockets for residential
and mid-range commercial; broad
distribution network

Certification Base | SNI certification

Important Note: Based on their
respective market positions and
strengths, Panasonic and Schneider
are established leaders within
Indonesia's premium and specification
segments, while Broco has successfully
developed a strong presence within
Indonesia's retail/wholesale
(consumer) market as an alternative to
Japanese companies. With this being
said; however, if you are an Indonesian contractor, distributor or brand owner who requires a



R12301/R12302/R12313 1 Gang British Wall Light
Switch



R30 Series British Switched Sockets & Wall Switches

manufacturing partner that has scalable supply chains, precision moulding equipment with in-house capability, along with full OEM/ODM product capabilities, ideally, you should consider GOG Electric as a vertical integrated solution. GOG Electric provides its customers' ability to create custom brands, packaging and module combinations, which makes them well-suited as potential suppliers for local brand owners that want to differentiate their product offering within the fast-growing construction industry in Indonesia.

Regulatory Framework: International Standards and Local Indonesian Requirements

All respectable suppliers of wiring appliances for the Indonesian market must comply with either international regulations or national laws. The key standards that apply are:

International Standards: IEC 60669

This document contains Standards for switches used in homes and similar stationary electrical installations. The standards specify requirements for mechanical life, dielectric strength, temperature rise and insulation resistance. A switch that meets IEC 60669 will have test data that verifies it has passed the safety requirements of an internationally recognized standard. The R12 and R30 Series of GOG Electric switches are compliant with IEC 60669, with an R12 having a mechanical life rating of 200,000 cycles and an R30 with a mechanical life rating of 40,000 cycles.

Indonesian Local Standards: SNI and PUIL

SNI The SNI (Standar Nasional Indonesia) acts as the National Standard of Indonesia to ensure all products sold in Indonesia meet the minimum required standards outlined by SNI. **PUIL** (Persyaratan Umum Instalasi Listrik) outlines the Overall Requirements of Electrical Installations in Indonesia. It is becoming increasingly important for Importers and Distributors to have SNI Certification when importing and distributing electrical products such as switches and sockets. A qualified Supplier will provide assistance on SNI compliance and help prepare necessary documentation to obtain Local Acceptance.

Cross-Border Certifications: CE, CB, BS, GCC, SQM

International certifications allow for trade facilitation through building trust in the distributor. The international network of the IECEE (International Electrical and Electronic Equipment Committee) allows for test report generation that is accepted on an international scale. The CE Mark indicates compliance in the EU territory, BS Mark is used to determine compatibility in the UK, GCC Certification is necessary for exporting to countries in the Middle East and the SQM systems are used to provide documentation of managed quality. GOG Electric maintains all of these certifications so that Indonesian buyers can be assured that they will be able to export to other countries with confidence.

Manufacturing Infrastructure: Supporting Indonesia's Construction Growth

With projections showing that the construction market in Indonesia is likely to be worth USD226.1 billion by 2034, buyers are now focused on the stability of their supply chain and the ability to manufacture products at mass volumes. GOG Electric has developed a manufacturing network with three completely automated production facilities:

□Wenzhou Base is a colossal facility with over 50 injection moulding machines, providing support to produce our range of switches, outlets and electrical accessories.

□Zhongshan Base: Lighting fixtures and smart panels with R&D centre for IoT-enabled devices

□Jiaxing Base: Integrated bathroom heaters with dedicated assembly lines and automated testing

Sub-subsidiary businesses in aluminium components, plastics, IoT systems and home furnishings provide this form of vertical integration which guarantees consistent quality throughout high volumes of production. Monthly production ability exceeds 10M+ units which allows GOG Electric to successfully satisfy both major project tender submissions as well as routine wholesale restocking with uniform efficiency levels.

At GOG, in-house precision mould engineering is the foundation of our extensive manufacturing capabilities. Using an MES (Manufacturing Execution System), we monitor all of our injection moulding operations in real time, collecting data on temperature, pressure, and cycle times in order to provide our contractors with consistent part quality for their entire production runs—this is essential for those contractors who require uniformity of finish and fit throughout the entire run of parts they produce.

R12 and R30 Series: British-Style Solutions for the Indonesian Market

British design is becoming more of a trend in Indonesia when it comes to interior decorating. GOG Electric provides two product ranges to satisfy both the high end and low end of the market:

R12 Series: Premium Design for Modern Interiors

For use in apartments, villas, hotels, offices and for other premium, multipurpose (uniform) finishes. Imported high-strength polycarbonate (PC) with high transparency and a smooth surface finish, the R12 Series has an internal contact made of red copper plated with silver, which provides exceptional electrical conductivity and reduced contact resistance. The R12 Series' secure terminal connections (the points where conductor wires are connected) minimize the chances of overheating and maintain stable connections. From a mechanical life cycle perspective, the R12 Series is rated for up to 200,000 cycles of use, making it an exceptional selection for high traffic hospitality and high-end residential applications. The available R12 Series colour options are White, Gold, Grey and Black.

R30 Series: Reliable Performance for Project-Based Applications

R30 has been designed for the following applications: residential interiors; hospitality (e.g., hotels); educational institutions (e.g., colleges/universities); commercial (e.g., office buildings) and retail businesses (e.g., big box retail); and publicly accessible facilities (e.g. museums, libraries, sports facilities). R30 has an high-strength polycarbonate base, an iron middle plate providing additional structural strength, and copper (red) conductors and other internal components. The flame resistant characteristics of the R30 will slow down or negate the burning rate of the device, allowing them to have a safe and permanent installation on any size building or installation. The R30 has an additional mechanical life of 40,000 cycles and will continue to carry the same 12-year warranty that is available for the R12 series. The R30 provides reliable and consistent quality for wholesalers and contractors alike, with a price point that is considered

mid-range for this product type, and can be used for a variety of project types and environments. The colours that the R30 is available in include: White; Gold; Gray; and Black.

R12 Series

Target Market | Premium residential, hotels, apartments, luxury villas

Front Panel Material | Imported high-transparency, high-strength PC

Base/Middle Plate | Full PC base; optional steel-plastic combination

Internal Components | Red copper bush, stamping, bus bar; $\Phi 3.5\text{mm} \times 0.35\text{mm}$ silver touch point

Mechanical Life | Up to 200,000 cycles

Standard Compliance | IEC 60669

Warranty | 12 Years

Available Colours | White / Gold / Gray / Black

MOQ | 2,000 pcs per item

R30 Series

Target Market | Project-grade residential, commercial, schools, public buildings

Front Panel Material | Imported high-transparency, high-strength PC

Base/Middle Plate | High-strength PC base + iron middle plate

Internal Components | Red copper bush, stamping, bus bar; $\Phi 3.5\text{mm} \times 0.35\text{mm}$ silver touch point

Mechanical Life | 40,000 cycles

Standard Compliance | IEC 60669

Warranty | 12 Years

Available Colours | White / Gold / Gray / Black

MOQ | 2,000 pcs per item

For detailed product information, refer to the R12 Series Switched Sockets and R30 Series Switched Sockets product pages.

Buyer's Checklist: What to Verify Before Ordering

Buyers should evaluate not only product appearance but also the internal structures and materials that comprise them. These internal elements are vital for long-term performance of Indonesia's electrical suppliers. Key factors to consider:

□ Flame-retardant plastic: Material designed to slow or resist flame spread—critical for fire safety.

□ Copper conductor quality: Conductivity, thermal resistance, and long-term reliability are all impacted by this characteristic. Red copper with silver plate would provide an optimal choice for high performance applications.

□ Terminal strength: Helps keep wires fixed securely during installation and use, preventing overheating.

- Switch action: Should feel smooth, stable, and consistent across all units.
- Socket contact: Should provide firm plug grip without looseness, ensuring reliable electrical connection.
- Panel finish: Aesthetic uniformity across batches is essential to projects. An example of this is to maintain consistency in color through the batches produced.
- Packaging consistency: Helps maintain stable presentation for wholesale and project delivery. Samples, specifications, material descriptions, test documents, and packaging options are all available from GOG Electric as part of their evaluation process/communications. The lead time for OEMs generally varies between 15 and 30 days, depending on the complexity of the project.

Frequently Asked Questions

Electrical switch socket manufacturers in China

The multitude of electrical switch and socket manufacturers in China that serve the global market include GOG Electric, who is vertically integrated, with three automated factories, over 50 series and over 1,000 specifications, a monthly capacity of over 10 million units, and hold CB/CE/BS/GCC certification; Zhongshan Huayi, specializing in smart switches and home automation products; Ningbo Delixi, a supplier of circuit protection and wiring accessories, and Zhejiang Chint, a large manufacturer of industrial and residential switches, and Honyar, specializing in architectural lighting and switch solutions. GOG Electric stands apart from these manufacturers due to their ability to provide products produced to multiple standards (UK/US/EU) and product series that are dedicated to specific markets (R12, R30 Series), such as Indonesia, the Middle East, Africa and South East Asia.

What are the four types of electrical outlets?

The globe's electrical outlets are classified by the country where the plug and socket standards are found. The four main types are as follows:

- Type A/B (US/NEMA): consists of two flat parallel pins with an optional rounded ground pin. These plugs operate at 110-120 volts and are commonly used in North America, Japan, and some areas of South America.
- Type C/E/F (Euro/Schuko): consists of two round pins with either side or top clips to attach the ground. These plugs operate on 220-240 volts and can be found throughout Europe and a majority of the world.
- Type G (British BS 1363): consists of three rectangular pins that have fuses, and they operate on a voltage of 230. These plugs are located in the United Kingdom, Ireland, Malaysia and Singapore, or Indonesia —wherever British-style may apply for these countries.
- Type I (Australian/Chinese): consist of three flat pins in a V-shape, and operate on a voltage of 230. These plugs can be found in all areas of Australia, New Zealand, China, and Argentina. In Indonesia, the most popular types of plugs found are both Type G (British style) and Type C (Euro style). Therefore, there is diversity in the electrical system within the country.

Are R12 switches and sockets suitable for hotels and apartments?

Yes, the R12 range has been created for hotels, apartments, villas and modern homes. These

items feature top-grade British style design, with smooth PC panel finishes, and silver-coated red copper internal contact points which have been designed for use in areas with high volumes of traffic; due to this... The mechanical lifespan of an R12 is rated at over 200,000 cycles, which is greater than the required amount for most types of projects, therefore making the R12 range an ideal choice when considering the durability and consistency of design within Luxury Hospitality projects.

What kind of projects can use the R30 Series?

The R30 Series offers a good solution for many types of projects, such as residential, commercial, and institutional. With its moderate price point and rugged construction (polymer base/iron center), the R30 is an excellent choice for wholesalers and contractors who need dependable, uniform products across multiple project types. In addition, the 40,000-cycle mechanical lifespan and 12-year warranty give all users (both project owner and distributor) the assurance of performance.

GOG Electric provides full OEM services including logo printing, product selection, model combinations, and customized packaging. For buyers creating their own brand in Indonesia, OEM support is a critical aspect of establishing a retail presence and developing long-term market position. Key considerations include minimum order quantities (typically 2,000 pcs per item), design file formats, sample approval process, and estimated production lead time (typically 15-30 days depending on complexity).

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